

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

|  |  |  |  |  |   |   |   |   |   |
|--|--|--|--|--|---|---|---|---|---|
|  |  |  |  |  | 4 | 2 | 5 | 9 | 6 |
|--|--|--|--|--|---|---|---|---|---|

# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2017/2018

**PCS 0013 – CREATIVE STUDIES**

(All Sections / Groups)

03 MARCH 2018  
9.00 a.m. - 11.00 a.m.  
( 2 Hours )

---

### INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 4 pages including the cover page with 6 Questions only.
2. In **Section A**, attempt **ALL** questions.  
In **Section B**, attempt **ONE** out of **TWO** questions.  
In **Section C**, attempt **ONE** out of **TWO** questions.
3. All questions carry equal marks.
4. Please print all your answers in the answer Booklet provided.

**Section A: Answer all questions; A1 & A2.**

*Answer the questions and print them clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.*

**Question A1**

*The definitions of creativity are never straightforward and many writers have gotten into hot debates as to what it really means. However, most theorists do agree that the creative process or processes involve a number of common components or aspects that we can term as the foundations of creativity.*

- I. In your own words; describe in detail the definition of creativity
- II. Can creativity be learned?  
Explain and provide relevant examples to demonstrate your points.

(10 pts)

**Question A2**

*In Mihaly Csikzentmihalyi's book, "Creativity, Flow and the Psychology of Discovery, Innovation and Invention", he describes two (2) types of creativity; Creativity with a capital "C" and creativity with small "c".*

- I. Discuss the differences between innovation & invention including examples to each point.
- II. Discuss your understanding on the concept of Creativity with a capital "C" and creativity with a small "c". Provide some relevant examples to support your answers.

(10 pts)

Continued .....

**Section B: Answer only ONE (1) of the following TWO (2) questions.**

*Answer the questions and print them clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.*

**Question B1**

It is widely believed that artists produce pieces of artwork using among other things, the faculty of thinking, and feeling, and working. Identify and explain clearly the five general stages of this creative process.

(10 pts)

**Question B2**

*There are a lot of misconceptions on the notion of thinking even amongst highly educated people. These notions are deeply rooted in the society we live in and thus have become very destructive to the development of thinking skills.*

Discuss the following statements in terms of “creativity” with relevant examples:

- (a) “The present education system develops and enhances thinking and so the more educated you are the better thinker you are.”
- (b) “IQ and thinking ability are the same. The more IQ one possesses the better thinking ability one has. On the contrary, those who have lower IQ have only low thinking abilities.”
- (c) “Thinking ability, decision making ability and problem solving ability are inherent and there is very little we can do to develop these.”
- (d) “Less educated or the uneducated can never become good thinkers.”

(10 pts)

Continued .....

**Section C: Attempt only ONE (1) of the following TWO (2) questions.**

*Answer the questions and print them clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.*


**Question C1**

- I. What are the differences between a Logical Mind map and an Associated Mind map?
- II. Explain in detail the procedure of creating an Associated Mind map.

(10 pts)

**Question C2**

Based on the given situation below produce two (2) solutions using Random Word/Image association technique.

| <i>Situation/ problem</i>                                | <i>Random Words or Image</i>   |
|--|--|
| Create a Drawing or an Image for<br><b>“Road Safety”</b> |  |

**Write down the rationale and draw it out to show your ideas or solutions**

Drawing for **Solution1**

Rationale 1.....

Drawing for **Solution2**

Rationale 2.....

(10 pts)

**End of Paper**